

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections - Electoral Rolls - Summary Revision of Photo Electoral Rolls with reference to 01-01-2010 as the qualifying date - Payment of bills of Rs.60,72,360/- to M/s Akshara Advertising, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Deccan Chronicle, Sakshi, Prajasakthi and Munsif in daily news papers on 26-05-2010 - Sanctioned - Orders - Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No. 3008

Dated:19-06-2010  
Read the following:-

1. G.A. (ElecS.E) Dept. Lr.No.1007/ElecS.E/A2/2010-5,  
dt: 17-05-2010.
2. G.A. (ElecS.E) Dept. Lr.No.1007/ElecS.E/A2/2010,  
dt: 25-05-2010.
3. From M/s Akshara Advertising, Hyderabad  
Bill No. S/029/10, dt:27-05-2010.
4. Memo.No.13023/371/B.G.III/2010, dt: 26-05-2010 from  
Finance (BG-III) Dept.,
5. G.O.Rt.No. 2922, Fin. (BG-III) Dept., dt:18-06-2010.

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ORDER:

The Government in the Letter 2<sup>nd</sup> & 3<sup>rd</sup> read above, M/s Akshara Advertising, Hyderabad have been requested to prepare three difference layouts of the advertisement in English, Telugu and Urdu by 20-05-2010 for approval and after approval insert the same in all editions A.P. of Deccan Chronicle, all editions of Sakshi, Prajasakthi and Munsif in Hyderabad edition on 26-05-2010 and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in all editions A.P. of Deccan Chronicle, all editions of Sakshi, Prajasakthi and Munsif in Hyderabad edition on 26-05-2010.

2. In the letter 4<sup>th</sup> read above, M/s Akshara Advertising, Hyderabad has submitted bills as per approved rates of I & PR Dept., for an amount of Rs.61,66,178-00 as advertisement charges for payment as detailed below:

1) Deccan Chronicle (All A.P. Edition)	---	Rs. 25,79,640-00
2) Sakshi (All Edition)	---	Rs. 20,79,000-00
3) Prajasakthi (All Edition)	---	Rs. 12,40,470-00
4) Munsif (Hyderabad Edition)	---	Rs. 1,73,250-00
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		Rs. 60,72,360-00
1.5% Service Tax	--	Rs. 91,805-00
2% Education Cess on Service Tax	--	Rs. 1,822-00
1% Higher Education Cess on Service Tax--		Rs. 911-00
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		Rs.61,66,178-00
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(Contd..2..)

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.60,72,360-00 (Rupees Sixty Lakhs Seventy Two Thousand Three Hundred and Sixty only) towards Publication Charges after excluding Service Tax and Cess.

4. In view of the above, Government hereby accord sanction for payment of **Rs.60,72,360-00 (Rupees Sixty Lakhs Seventy Two Thousand Three Hundred and Sixty only)** to M/s Akshara Advertising, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions A.P. of Deccan Chronicle, all editions of Sakshi, Prajasakthi and Munsif in Hyderabad edition on 26-05-2010.

5. The expenditure sanctioned in para 4 above shall be debited to "**2015 – Elections – MH 108 Issue of Photo Identity Cards to Voters – SH (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses**" and shall be met from the funds provided in B.E. 2010-2011 and G.O. 5<sup>h</sup> read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 4 above, obtain a cheque in favour of "M/s Akshara Advertising, Hyderabad" and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1<sup>st</sup> read above.

8. M/s Akshara Advertising, Hyderabad shall pay the Service Tax directly to the Government.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.V.SUBBARAO  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

The Commissioner of Information & Public Relations, A.P., Hyderabad.

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

Finance (Expr.GAD.I/ BG.III) Department.

M/s Akshara Advertising, 11-4-641/A, 1<sup>st</sup> Floor,

    Lane Opp.PTI Building, A.C.Guards, Hyderabad – 500004.

SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER